

Faculty of Communication

Department of Public Relation and Publicity Curriculum

First Term (Fall Term)							
Code	Course Title	Course Type	Prerequisite	T	P	C	ECTS
UNI101	University Life and Culture	C		2	0	2	2
NEMC101	Communication Studies	C		3	0	3	5
PRA101	Public Relations	C		3	0	3	6
PRA103	Media Literacy	C		3	0	3	4
SOC230	Sociology of Communication	C		3	0	3	5
RTC111	News Writing Techniques	C		2	2	3	4
TURK101	Turkish Language I	C		2	0	2	2
ENG101	English I	C		2	0	2	2
Total						21	30

Second Term (Spring Term)							
Code	Course Title	Course Type	Prerequisite	T	P	C	ECTS
NEMC102	Communication Theories	C		3	0	3	5
PRA102	Public Relations Management	C		3	0	3	6
PRA104	News Analysis and Editorship	C		3	0	3	5
PRA106	Media Studies	C		3	0	3	6
COMP102	Information Technologies	C		1	2	2	4
TURK102	Turkish Language II	C		2	0	2	2
ENG102	English II	C		2	0	2	2
Total						18	30

Third Term (Fall Term)							
Code	Course Title	Course Type	Prerequisite	T	P	C	ECTS
PRA201	Interpersonal Communication	C		3	0	3	4
PRA203	Public Relations Campaigns	C		3	0	3	5
PRA205	Research Methods in Communication	C		3	0	3	5
RTC207	Semiotics and Analysis	C		3	0	3	4
HIST201	Ataturk's Principles and the History of Turkish Renovation I	C		2	0	2	2
	Area Electives	E		2	0	2	5
	Area Electives	E		2	0	2	5
Total						18	30

Fourth Term (Spring Term)							
Code	Course Title	Course Type	Prerequisite	T	P	C	ECTS
PRA202	Intercultural Communication	C		3	0	3	5
NEMC202	Digitalization and New Trends	C		3	0	3	5
PRA206	Digital Public Relations	C		2	2	3	4
PRA208	Photography and Magazine Publishing	C		2	2	3	4
HIST202	Ataturk's Principles and the History of Turkish Renovation II	C		2	0	2	2
	Area Electives	E		2	0	2	5
	Area Electives	E		2	0	2	5
Total						18	30

Fifth Term (Fall Term)							
Code	Course Title	Course Type	Prerequisite	T	P	C	ECTS
LAW351	Information Technology Law	C		3	0	3	4
PRA301	Political Communication	C		3	0	3	5
PRA303	International Communication and Media	C		3	0	3	5
	Area Electives	E		2	0	2	5
	Area Electives	E		2	0	2	5
	Thematic Elective	E		2	0	2	3
	Thematic Elective	E		2	0	2	3
Total						17	30

Sixth Term (Spring Term)							
Code	Course Title	Course Type	Prerequisite	T	P	C	ECTS
PRA302	Crisis Communication	C		3	0	3	4
PRA304	Advertising Campaigns	C		3	2	4	5
PRA306	Digital Marketing	C		3	0	3	5
INTS360	Internship	C		0	0	0	0
	Area Electives	E		2	0	2	5
	Area Electives	E		2	0	2	5
	Thematic Elective	E		2	0	2	3
	Thematic Elective	E		2	0	2	3
Total						18	30

Seventh Term (Spring Term)							
Code	Course Title	Course Type	Prerequisite	T	P	C	ECTS
PRA 401	Graduation Project I	C		6	8	10	12
	Area Electives	E		2	0	2	5
	Area Electives	E		2	0	2	5
	Thematic Elective	E		2	0	2	3
	Thematic Elective	E		1	2	2	5
Total						18	30

Eighth Term (Spring Term)							
Code	Course Title	Course Type	Prerequisite	T	P	C	ECTS
PRA 402	Graduation Project II	C		6	8	10	12
	Area Electives	E		2	0	2	5
	Thematic Elective	E		2	0	2	5
	Thematic Elective	E		2	0	2	4
	Thematic Elective	E		2	0	2	4
Total						18	30
Grand Total						146	240

Area Electives

2 nd Year							
Code	Course Title	Course Type	Prerequisite	T	P	C	ECTS
PRA250	Popular Culture	E		2	0	2	5
PRA251	Health Communication	E		2	0	2	5
PRA252	Nonviolent Communication	E		2	0	2	5
PRA253	Sports Communication	E		2	0	2	5
NEMC251	Ecology and Social Media	E		2	0	2	5
NEMC252	New Media and Democracy	E		2	0	2	5
NEMC253	Creative Culture Industries	E		2	0	2	5
NEMC254	Media Narratives	E		2	0	2	5
NEMC255	Current Debates in Media	E		2	0	2	5
NEMC256	Media Economics and Management	E		2	0	2	5
NEMC257	Digital Entrepreneurship and Innovation	E		2	0	2	5
RTC251	Photography	E		2	0	2	5
RTC252	Radio Broadcasting	E		2	0	2	5
RTC253	Copywriting	E		2	0	2	5
RTC254	Documentary Movie	E		2	0	2	5
RTC255	History of Art	E		2	0	2	5

3rd Year							
Code	Course Title	Course Type	Prerequisite	T	P	C	ECTS
PRA 350	Corporate Social Responsibility	E		2	0	2	5
PRA 351	Brand Management	E		2	0	2	5
PRA 352	Introduction to Public Diplomacy	E		2	0	2	5
PRA 353	Social Media	E		2	0	2	5
NEMC351	Media Psychology	E		2	0	2	5
NEMC352	Digital Activism	E		2	0	2	5
NEMC353	Big Data	E		2	0	2	5
NEMC354	Global Media Areas	E		2	0	2	5
NEMC355	Advanced Topics in Design	E		2	0	2	5
RTC351	Advertising and Promotional Film Making	E		2	0	2	5
RTC352	Cinematography	E		2	0	2	5
RTC353	Film Analysis	E		2	0	2	5
RTC354	Expert Journalism	E		2	0	2	5
RTC355	World Cinema	E		2	0	2	5

4 th Year							
Code	Course Title	Course Type	Prerequisite	T	P	C	ECTS
PRA450	Online Reputation Management	E		2	0	2	5
PRA451	Strategic Brand Communication	E		2	0	2	5
PRA452	Intergenerational Communication	E		2	0	2	5
NEMC451	City, Space and Communication	E		2	0	2	5
NEMC452	E-Sports	E		2	0	2	5
NEMC453	Sustainable Social Responsibility	E		2	0	2	5
NEMC454	Cyber Bullying	E		2	0	2	5
NEMC455	Information and Network Security	E		2	0	2	5
NEMC456	Internet Advertising	E		2	0	2	5
RTC451	Sound Production	E		2	0	2	5
RTC452	Camera Front Makeup Applications	E		2	0	2	5
RTC453	Animation	E		2	0	2	5